

# Potential Partner:

### **Step 1: Determine Your Goals**

Your goal(s) for this partnership is:				

Do any of these involve a behavior?

□ Yes □ No

If so, complete and attach a BEHAVE model showing how your partnership is an intervention.

#### **Step 2: Match Partner**

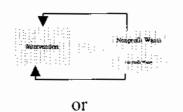
Does the partner have:

- · Shared vision
- · Identical needs
- · Same core goal
- Goal dependent on your group reaching its goal (co-occurring)
- High level commitment
- · Grassroots commitment.
- · Significant resources allocated
- · Excellent reputation
- · Experience reaching this goal
- · Similar corporate culture
- Needed expertise
- · access to key target audience
- · Funds for your goal
- Key skills to offer our group
- History working with your group

Match score:\_\_\_\_\_ of 15.

# Step 3: Build Alliance

Chose which type of alliance you plan to build:



for Prof. Norproft.

Main goal for partner

Main goal for your group

#### Step 4: Alliance Plan

Write a plan, with partner, showing:

- •Each side's goals
- •Format of partnership
- •Multi-year development plan
- •Time line
- Allocated resources

#### Building a partnership

requires significant planning up front. This tool can help you build strong partnerships focused on furthering program goals. 

# **Step 1: Determine Your Goals**

Your goal(s) for this partnership is:

Step One: List the goal for creating this partnership. Some goals may involve behaviors. For example, you may consider partnering with General Electric to encourage CFL use. If a behavior is involved, use the BEHAVE model to think through how this partnership could help an intervention related to the behavior in question.

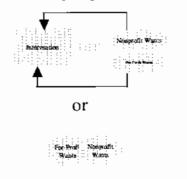
#### Step 2: Match Partner

Does the partner have:

Step Two: Often you must chose between potential partners to decide where to allocate energy and resources. Use this section to help determine if the potential partnership is a good fit. This could help you rank the potential partners. However, you may still want to pursue a partnership with a lower score because of other factors such as size or political considerations.

## **Step 3: Build Alliance**

Chose which type of alliance you plan to build:



Step Three: Decide what kind of alliance you are building: one where both sides have the same goal or co-occurring goals?

#### Step 4: Alliance Plan

Write a plan, with partner, showing:

- •Each side's goals
- •Format of partnership
- •Multi-year development plan
- •Time line
- •Allocated resources

**Step four:** Create a longterm plan with the partner, but prepare the partner for the potential of short-term projects as well.